

**THE IMAGE OF PRESIDENT THROUGH SOCIAL MEDIA (A Descriptive
Qualitative Message Content Analysis in Facebook Account of President Joko
Widodo on Visit to Papua)**



**Arranged to fulfill the requirement of completing bachelor degree on
Communication Science Program – Faculty Communication and Informatics**

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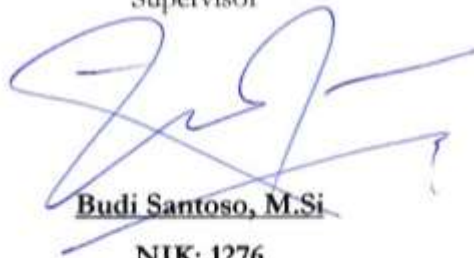
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It has been presented in front of the examiners from
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Abstract

Political figures are aware and understand the needs of paying attention on beneficial image establishment. President Joko Widodo conducted political communication by social media Facebook to deliver political message in order to establish positive image. It can be shown through responses from various political events by carrying political aspiration suitable for public or its constituent's demands. President Joko Widodo also well-known as Jokowi is the seventh President of Indonesia. He is a President of the most visited to Papua. In his every visit, President Joko Widodo actively posts his political activity in social media Facebook to give illustration and information about the activities to his people. This research aims to understand political image displayed by President Joko Widodo in political message on his visit to Papua which posted in Facebook. This research is a descriptive qualitative method that is using content analysis and collecting data by observation from President's visit posts in Facebook. This research purpose is to obtain illustration of how President Joko Widodo is maintaining his existence and image. The result of this research shows that political imaging of President Joko Widodo is divided into four categories, Informative message in media framework, President and the dynamics of development, 's symbolistic message in media framework, President Joko Widodo and image Media.

Keywords: President Joko Widodo, Political Communication, Political Image

Abstrak

Tokoh politik menyadari dan memahami perlunya memberi perhatian dalam membangun citra yang menguntungkan, Presiden Joko Widodo melakukan Komunikasi politik dengan media sosial Facebook untuk menyampaikan pesan politik guna membangun citra positif hal itu dapat ditunjukkan melalui penyikapan berbagai peristiwa politik dengan membawa aspirasi politik yang sesuai dengan tuntutan publik atau konstituennya. Presiden Joko Widodo atau akrab dipanggil Jokowi merupakan Presiden ke-7 Indonesia beliau merupakan Presiden dengan kunjungan paling banyak ke Papua, dalam berbagai kunjungannya Presiden Joko Widodo aktif memposting kegiatan politiknya di media sosial Facebook untuk memberi gambaran dan informasi kepada masyarakat tentang berbagai kegiatan. Penelitian ini bertujuan untuk mengetahui citra politik yang ditampilkan Presiden Joko Widodo dalam pesan politik dalam kunjungan ke Papua yang dia tampilkan di Facebook. Penelitian ini menggunakan Metode kualitatif deskriptif menggunakan analisis Isi dengan mengumpulkan data berupa Observasi dari postingan kunjungan Presiden di Facebook. Penelitian ini juga ingin. Penelitian ini bertujuan untuk memperoleh gambaran, bagaimana Presiden Joko Widodo mempertahankan eksistensi dan Citra dirinya. Hasil penelitian menunjukkan bahwa pencitraan politik Presiden Joko Widodo dibagi atas empat kategori, Pesan informatif dalam kerangka media, Presiden dan Dinamika Pembangunan, Pesan simbolistik Presiden dalam kerangka media, Presiden Joko Widodo dan pencitraan media.

Kata kunci : Presiden Joko Widodo, Komunikasi Politik, Citra Politik

1. INTRODUCTION

In the democratic country, information transparency is an important matter to acquire public's sympathy. Practically, media holds important role from building people's perception to formatting its voters' behavior, based on accelerated technology development, social media is chosen to give political message, also to build relationship between political actor and public. Use of social media is affecting the relation between people and policy establisher and can reach audiences individually (Wulansari, 2014). Because of its simplicity, social media has important role in political activity in Indonesia. High communication activity in social media makes basic changes to public communication tradition which usually did by political actor, company, and journalists (Stieglitz & Dang-Xuan, 2014). Internet and social media are now become an important tool as promotion, culture product commercialization, with its advantages, it cannot be wrong if in present day people look at social media as reference tool for people nowadays (Qualman, 2009).

Imaging pattern is massively performed in online media as well as social media whether by individual, collective or corporate. In the practice of political communication, social media began to be used as a tool to spread information, image, and brand by political elite. Politicians see chats in social media as a chance in which they participate to stimulate public chats to increase their popularity (Bajar, 2017). Several country leaders, from ministers to parliament members begin to create social media account to attract people's sympathy in order to spread information about the things that they did. In the United States, social media is an effective tool for campaign and collecting mass base (Stieglitz, Brockmann, & Xuan, 2017). Political imaging through social media is one of powerful strategies in implanting opinion to people about a public figure, it is hoped that through imaging, opinion shifting towards good deed is occurred.

Positive image needs to be build by a politician in order to gain trusts from people. Built using strategy and concerned so that politicians keep getting sympathy from the public, because if a public figure has bad image,, it could end in decreasing electability. For a politician, image becomes something that should be seriously concerned. Building a positive image needs strategy and well-arranged in order that no error is occurring in a politician's image interpretation to people. According to Ardial in (Wibisono, 2015) identity can be created in relatively short time, but image should be built revolutionary in middle or long term. Identity is one of the factors that is crucial in affecting success in positive image establishment. Basically, political image will be stronger when things that imaged by a figure correspond to reality (Azhar, 2017).

The politicians from around the world vigorously adopt social media to involve their constituent, doing dialogues and discuss directly with the audiences about the policy and their incoming programs. In various kind of political systems which regardless its form and characteristics, therefore, communication media takes a fair enough important place. Communication media becomes center of attention for leaders as tool to acquire people's legitimation in making policy and simultaneously strengthen the leader's position through communication messages which had been represented into symbols of power. Interaction with people is one of the most determining element to build belief towards policy and political elites are using two-ways communication in which messages are not only from politicians but also from people (Zamora & Munoz, 2012).

Social media is also a promising tool for political context because with social media, they can easily participate and democrating. Particularly in doing so, social media is also an ideal mount and information base to measure public's opinion about policy and political position and to build support in society. According to Kaplan and Heinlein (2009) social media is a group of web based application 2.0. In the data of Digital Information World, any 2,549 billions are active in social mobile, 1,871 Billion are Facebook users (Raudeliuniene, Davidaviciene, Tvaronaviciene, & Jonuska, 2018). Facebook which is a social media made by Mark Zuckerberg in 2004 based in United States of America has more than one billion active user (Stieglitz, Brockmann & Xuanm 2012). Convenience and features offered by Facebook is effective enough to support political communication message. In Indonesia, Facebook is the most frequently used social media with 130 million users. And that is a very lucrative field for the political context.

Through Facebook, political elite as well as government agency can send message to people vice versa, audiences can reply on government's policy. Ruling political communication is the key to win the competition and rivalry in political world. Basically, transparency in communication can increase political participation. Parallel to internal and external challenge or threat faced by country so that people feel necessary to give support or denial to related government or leader's decision (Sutarso, 2011). The elected President of Philippine, Duterte, uses Facebook as a campaign tool in the election of Presidents to capture the public. (Bajar, 2017). In the 2012, Obama also used Facebook to defend voters as well as his political rival John McCain (Borah, 2016). Political message delivery movement in Indonesia with the utilization of Facebook social media nowadays have been frequently used by politicians in Indonesia including President Jokowi who utilize social media as policy message delivery tool.

President Ir. Joko Widodo or well known by public as Jokowi, is the seventh President in the history of Indonesian democracy. Jokowi's popularity began to be known when officiate as mayor of Solo elected in 2005, then Governor of Jakarta in the period of 2012-2014 served for two years with Ir. Basuki Cahaya Purnama or well known as Ahok. Then elected as the President of Republik Indonesia from PDIP party with Jusuf Kalla defeated strong party candidate Prabowo Subianto Hatta Rajasa in October 20th 2014 at a very young political year that is 9 years old. Jokowi is known as politician with different style, he is adventurous and directly plunge to field to check on his program or only to greet people, then people usually call the style as "blusukan". With the name "President Joko Widodo" although managed by the President's staff, it still picture political value brought by Jokowi. In some occasion, Jokowi was not only give information about policy but also some videos about his everyday life outside the stage of politics.

Jokowi as President Indonesia takes advantages of social media in delivering political message to people. According to Hong and Nadler, based on their observation, in short time, politician in this modern era use social media to interact with its audiences, conduct dialogues and discussing politics with audiences (Stieglitz & Dang-Xuan, 2011). In this case, Jokowi plays important role in forming public's opinion and image in picturing activity as a country leader through messages written in social media of Facebook. In his visit to Papua, President Joko Widodo always posted all his activities. Papua was a hot issue in the context of Indonesian, hunger, education, infrastructure lags made Papua a commodity in terms of political imaging. The main problem in Papua is the never-ending conflict, autonomy and the very low prosperity problems of the community where the Natural Resources continues to be dredged but not accompanied by an equitable on development (Teja, 2011). President Jokowi made important breakthroughs in the issue of Papua and shared his various visits. Starting from the frequent of the President visits until 8 times, massive infrastructure development until go to place in to see the people of Papua directly.

This research is expected to give conclusion about how is the content of messages in President Jokowi fans page account in Facebook. It is also expected to be beneficial for all of academics as a reference to know or observe about political communication in social media. This research is expected to be a consideration source for agency to improve and fix message delivery pattern in Facebook page.

To strengthen and sharpen this research discussion, researcher refers from some previous research about politician or public figure's image in social media. The use of the data source is expected to give deeper research acuity and originality.

The first research is conducted by Fara Claudia Amanda in 2015, titled: “Personal Branding Tokoh Melalui Media Sosial (Analisis Isi pada Akun Instagram Ani Yudhoyono (@aniyudhoyono) Pasca Jabatan President Susilo Bambang Yudhoyono)”. This research aims to describe personal branding of @aniyudhoyono instagram account post-step down of President SBY, through captions and photos. The theory used is personal branding theory, where analysis conducted refers to seven element of personal branding stated by Chris Brogan.

The second research is by Hanafi Rohman in 2017 titled: :“Citra Diri Anies Baswedan Melalui Akun Instagram @Aniesbaswedan Terhadap Follower Pada Kampanye Putaran Pertama Pilkada DKI Jakarta 2017”. This research is using semiotics analysis method by Charles Sander Piere. Piere develops triangle meaning which consists of sign, object, and interpretant. On this research, the conclusion is that the stage of self image done by Anies Baswedan in Instagram, that Anies Baswedan constructs himself into two categories in his upload, namely: nationalist and religious.

The third research is conducted by Khoirudin Muchtar in 2017 titled: “Komunikasi politik dan Pembentukan Citra Partai”. This research conducted with functionary subject Partai Golkar on the level of central and regional with research paradigm of constructivism found at least five nature findings on Partai Golkar’s image forming: first, motto “party of idea”, second, imaging as cosmopolite party, third, political speech as a moment to elevate party’s image, fourth, Golkar acculturate itself in several domain to increase its image.

The fourth research is conducted by Nilam Arsanti Wibisono in 2015, titled: “Citra Politisi Melalui Media Sosial (Analisis Isi Kuantitatif Pesan Twitter @Basuki_Btp selama Masa Transisi dari Wakil Gubernur DKI Jakarta menjadi Gubernur DKI Jakarta Periode 9 Juli 2014 - 15 November 2014)”. This research analaysestwitter messages of Basuki Tjahaja Purnama in the transition period from Vice Governor of DKI Jakarta to Governor of DKI Jakarta. While the method used in this research is quantitative content analysis method, the technique of analyzing messages and picture are using coding sheet made as divided into eight instrument from political communication dimension, namely: informative, educative, persuasive and cursive while four others from the dimension of political image, namely: behavior, communication, symbolism, and personality. The result of this research showed that twitter messages content of Ahok have tendency of personality and behavior is quite high. On dimension of political communication analyzed, the content of twitter messages thoroughly tends to use informative and persuasive political communication.

To observe political communication, it can be conducted with qualitative method from theory used in research which is about image that is part of political imaging through political communication using social media, in this case, Facebook is used to conduct political communication by President Jokowi. The type of this research is using qualitative descriptive method. This research focused on the topic from messages published by President through Facebook. How the chats and interactions President Jokowi with his followers through posts whether in pictures and chats or statements are in his personal account. Research procedure results in descriptive data in the form of written or spoken statements and the observed behavior. Descriptive research is collecting data or information to be arranged, explained and analyzed, that aims to solve problems based on existing data by serving, analyzing, and interpreting data. Because it will be easier in analyzing the content of descriptive messages, due to the data obtained from observation. Approach used in this research is content analysis approach.

Problem statement of this research is: “how does the political image of President through Facebook on President Jokowi account on visiting to Papua?” Thus, the purpose of this research is to discover the utilization of social media as political communication tool President Jokowi in his visit. To understand the President’s political imaging through Facebook messages on President Jokowi account on visiting Papua. Then, this research is conducted to identify problems appeared in the political communication process using social media during visit to Papua.

2. METHOD

The main focus of this research is using Ardial’s (2010) concept of message management which shows that there are at least four communication instruments that can be applied in the political communication, namely informative, persuasive, educative, and cursive. And using four important elements that can be used to measure the means of introducing figure, namely: behavior, communication, symbolism, and personality introduced by Birkigt and Stadler (Wibisono, 2015).

This research will be using descriptive qualitative content analysis research method by documenting Facebook messages posted in President Jokowi Facebook account. Documentation method itself is to look for data in variable of note, transcript, newspaper, book, notulen, inscription, magazine, etc. Based on that, documentation method is used by researcher in order to conclude data from Facebook page discussing the examined source. This study analyzed 26 Jokowi posts in his personal Facebook account. Based on the

data analysis findings, post of President's visit to Papua is 26 message posts. Those posts are drawn from 8 President Jokowi's visits in Papua. If detailed according to bisnis.com, first visit is December, 27th-29th 2014, second visit May, 8th-11th 2015, third visit is December, 29th 2015, fourth visit is April, 29th-30th 2016, the fifth is October, 17th-18th 2016, the sixth is May, 9th-10th 2017, the seventh visit is December, 20th-22nd 2017, and the eighth is April 11th-13th 2018. From the 8 President's visits, only the first visit or 27-29 December 2014 had no posts. Only 7 visits were displayed on his personal Facebook account.

The analysis in this study uses the content analysis method. Content analysis method is systematic and transparent (Ahuvia in Drisko & Maschi, 2016). Content analysis itself is a research that is using research result summary and data interpretation approach rather than using statements or other qualitative methods.

According to Jane in Drisko & Maschi (2016), descriptive qualitative research purpose is to summarize every day occasions comprehensively in a research. Researcher conducted descriptive qualitative research observe occurrences that may happen. The design of this research is usually a rational choice combined with sample, data collection, and representation technique. Descriptive qualitative research is a suitable method in examining description of desired phenomenon. (Lestaluhu, 2017).

Population in this research is every posts related in content availability in Facebook page of President Joko Widodo. President's visit to Papua, sample choosing or sampling technique used is purposive sampling. Samples are obtained from field, while data are obtained from content analysis of posts in President's Facebook page.

Every research must be able to be assessed. The quality of a research is based on the validity or validity of the data collected during the research. The validity of the data in this study uses content validity, which is data in the form of representation of President Joko Widodo image in a Facebook account during a visit to Papua. Content validity is a measurement of a sufficient and adequate set of items and represents a whole concept (Hendrayadi, 2017) data obtained from the posts then processed and analyzed using qualitative data analysis.

3. FINDING RESEACH AND DISCUSSION

Researcher will discuss thoroughly of how political communication of President Jokowi in social media in image establishment. How the figure of President is to continuously gain trusts in the view of the audiences. Establishing positive political image needs well-arranged strategy in order to avoid mistakes in the process of interpreting a politician's self image to

society. A politician whose electability is high is due to his/her performance or reached achievement is known before.

3.1 Informative message in media framework

Informative message is an audiences' knowledge and consciousness expansion message. Elaborating illustration of an occasion where in which the process is outspread, simple, clear, and less unpopular terms for audiences. This message is public and usually used by associative media that is by stacking message serving on an attracting object or occurrence to audiences. In some of the President Jokowi's visits, it gives plentiful illustration and information regarding the situation and condition about Papua. In media framework, obtained information is deeply compacted in order to be accepted by the audiences. Facebook, as one of President's media in expressing his political messages, is crucial in establishing trusts in society. Image is established based on obtained information, whether directly or indirectly, from the media, for the example (Azhar, 2017). In "President Joko Widodo" Facebook account, informative messages expressed by the President is an illustration regarding the situation and activity during his visit in Papua in order that information expressed is fast and easily accessed by society. Support regarding information of condition of Papua is supported by the following message:

"Dari 6,5 juta hektar tanaman sagu dunia, 5,5 hektar juta ada di Indonesia dan 90 persennya ada di Pulau Papua. Sagu bukan saja bisa dijadikan komoditas pangan olahan tapi juga komoditas selain pangan, seperti menjadi bahan baku kertas, farmasi dan bio energi."

The post above shows the information regarding commodity and resources in Papua. In this information, President's visit is not only to observe and give illustration of the resources but later in the post, the President also gives solution concerning utilization and improvement of the resources, then the follow-through of the post:

"Kita tidak hanya mengekspor sagu mentah tapi juga mengolahnya di dalam negeri untuk meningkatkan nilai ekspor. Petani jadi produktif, lapangan kerja baru juga bisa diserap untuk mendukung Pabrik Sagu Sorong. Kapasitas produksi yang mencapai 33 ribu ton per tahun atau 100 ton per hari, merupakan potensi yang memperkuat posisi Papua sebagai penghasil sagu terbesar dunia"

In the continuation of the post, President Joko Widodo gives solution on the plentiful commodity in Papua. Those informations support is a solution by the President to attract audiences' sympathy. Information whose purpose is to give solution is a useful information to solve problems. This information support aims to give information whether online or offline such as informative referral or suggestion (Lestaluhu, 2017).

Besides providing information as regard of Papua illustration, the President also strengthens his image as adventurous President. One of President's post is an illustration about information that President Joko Widodo is the first President who observed the region, the following is a post in his Facebook account:

“Bagi warga Kabupaten Asmat, inilah pertama kalinya seorang President berkunjung ke Agats. Tapi sebelumnya, Jokowi sudah hadir di sana. Anak yang saya gendong ini bernama Jokowi. Umurnya tiga tahun enam bulan. Ia lahir pada 20 Oktober 2014. Jadi, Anda tahu kan mengapa ia bernama Jokowi? “

In the post, it shows that there is notice regarding information of President's activity. Basically, political information connected and constructed in the arena of politics, in order that it is able to influence society's perception, attitude and behavior. Those information provides illustration of the President's activity then there is strengthening word that President Joko Widodo is the first President who observe the location. In the following of the post, the President also provides information that he is holding a child which also named Jokowi. The cognitive effect from communication is strongly influencing an individual's image establishment. Image is established based on knowledge and information received by society. Knowledge or cognitive effect felt by the audiences will affects the attitude, for the example, the emergence of feeling favoring an imaging figure, or otherwise, hating him/her. (Azhar, 2017)

3.2 President and development dynamics

Policy is the instrument of government as regards to what is chosen to do or not in order to solve problems. Facebook is used by the President spread out main programs which is regarding development. In its practice, Facebook is used as political communication media, distributing government's plans or policies to people. It is strengthen by Nawacita as the priority agenda of Jokowi's government. The third point is “constructing Indonesia from the verge by strengthening regions in the framework of state unity” (Jaya, 2017). In several visits to Papua, major issue obtained in the President's visits is concerning development.

Table 1 Development in Papua

Tanggal	Postigan tentang pembangunan
(January, 2 2016)	“Janji saya, jalan seluruh kabupaten di Papua tahun 2018 sudah terhubung semua”
. (april,30 2016)	“Pembangunan dermaga peti kemas pelabuhan Depapre Papua akan dikebut. BUMN dan BUMD akan bahu membahu mempercepat penyelesaiannya”
(april, 30 2016)	“Pelabuhan Wasior, Teluk Wondama, Papua Barat adalah titik terluar penghubung tol laut kita. Tol laut akan mempersatukan Indonesia, sehingga rakyat Aceh di ujung barat Indonesiadapat pergi dengan kapal laut sampai ke ujung timur Indonesia, ke tanah Papua, begitu pula

	sebaliknya”
(30 april 2016)	“Pemerintah akan terus melakukan revitalisasi pasar tradisional supaya ke depan pasar tradisional tidak kalah dengan mal. Kemarin kita resmikan Pasar Amahami di Bima, kini Pasar Mama Mama Papua akan segera dibangun di Jayapura”
(may, 9 2017)	“Tujuh Pos Lintas Batas Negara (PLBN) di berbagai titik terluar Indonesia tuntas dibangun sepanjang tahun 2016. Yang terbaru adalah PLBN Terpadu Skouw di Distrik Muara Tami, Jayapura yang saya resmikan kemarin”
(December, 20 2017)	“Hari ini saya berada di Jayapura untuk antara lain meresmikan Pos Lintas Batas Negara Skouw dan groundbreaking pembangunan Pembangkit Listrik Tenaga Mesin Gas MPP Jayapura 50 MW”
(December, 21 2017)	“Rabu 20 Desember, saya meresmikan Pembangkit Listrik Tenaga Mesin Gas (PLTMG) Nabire berkapasitas 220 Megawatt dan PLTMG Jayapura 50 MW”
(december 22 2017)	“Bergunung-gunung, berkelok-kelok menembus hutan, kiri-kanannya tebing dan lembah. Begitulah gambaran jalur jalan Trans Papua di ruas Wamena menuju Kenyam sepanjang 287 kilometer. Kemarin, saya menyusuri jalan baru itu sejauh tujuh kilometer dengan sepeda motor trail bersama Panglima TNI Jenderal Gatot Nurmantyo, Menteri Pekerjaan Umum Basuki Hadimuljono dan Kepala Staf TNI Angkatan Darat Jenderal Mulyono”
(April , 13 2018)	“Kementerian Energi dan Sumber Daya Mineral kemudian turun tangan mewujudkan keinginan Kilon dan warga Amdui dalam bentuk pembangunan Pembangkit Listrik Tenaga Surya”
(April, 13 2018)	“pemeliharaan jalan nasional berupa pembersihan drainase dan pembersihan bahu jalan juga dilakukan secara padat karya. PKT pemeliharaan jalan dilakukan di ruas jalan Kabupaten Manokwari, Sorong, Maybrat, Bintuni, Fakfak yang memiliki panjang 575 km”

There are ten occasions and addressed to the people about Jokowi’s commitment in development, especially in Papua, started from country border construction, power plants, harbor, railway to highway. Practically, Facebook is used to maximize the President’s commitment as regard to development. Nasution in (Jaya, 2017) stated that development communication is every method and technique of development message distribution originate from development initiating side to people as target, in order that people can understand, accept, and participate in the development. This is supported by President Jokowi’s statement in his Post:

“Pak, ini daerah merah. Sebaiknya tidak ke sana.” Tapi saya berkeras untuk ke sana. Saat akhirnya sampai ke Nduga, saya menyaksikan sendiri bagaimana salah satu daerah bagian timur Indonesia itu butuh untuk diperhatikan dan dibangun. Kalau hal seperti ini tidak kita perhatikan, keadilan dan pemerataan tidak kita hadirkan, bagaimana kita berbicara mengenai keIndonesiaan kita Ketimpangan infrastruktur ini tidak akan terasa kalau tidak dilihat dengan mata kepala sendiri”

In this post, President has the particular commitment in infrastructure development in order to establish welfare equity and to eradicate social gap. According to human development paradigm, development widens the choices of human (Syamsi, 2015). In the post, President is perceived as an adventurous person, although he is entering red-zone. This shows President's commitment in Nawacita. In the context of this writing, the form of the text is development policy established or done by the government concerning particular situation. Ardial stated that the purpose of political communication is strongly related with political message delivered by political communicator. Corresponds to the purpose of communication, thus, political communication according to Ardial is more than just serving political information, but political communication aims to establish political image, public opinion, and also handles opinion or accusation of the political rival.

In other post that shows political communication of President Joko Widodo in development commitment is as follows: *"Membangun dari pinggiran, membangun dari pulau-pulau terluar, adalah upaya pemerintah menekan ketimpangan pembangunan"*

This statement also shows the President's policy in the commitment of development, especially the improvement of eastern region. In the post, President plays the role to improve living standard regarding the aspect of public service and basic needs fulfillment. Development is a process of planned and programmed social change to improve people's living standards (Jaya, 2017). Politician and leader in politics concerned in their political image establishment through political communication in purpose of establishing social stability and fulfilling people's demands. On the President's post in Facebook, the President is illustrating about development commitment and managing good political communication. Sub element of the political communication is political imaging. If image is interpreted as an illustration, therefore, imaging can be interpreted as an illustration accepted by communicant or audiences as an effect of achieved information exposure, whether directly or through media (Azhar, 2017). Imaging is also as someone's method to connect a person with another, in order that imaging in political activity is successful to win political target, such as political party and politician winning in election.

3.3 President's symbolic message in media framework

In this message, some of the President's posts are only photo uploads with caption which represents President's personality. In this sub-chapter, this matter is divided into clothes, hair style and hand gestures. During his visit to Papua, President is seen always using white clothes and dark pants or it is safe to say that it is the President's trademark. Fashion and clothes is a form of non-verbal communication in which spoken or written words are there.



Picture 1 Fajar perdana 2016, di dermaga Waiwo, Raja Ampat, tempat terbaik di dunia untuk snorkeling. Kita harus jaga alamnya. Rawat lautnya. Keindahan Raja Ampat, Labuan Bajo tidak kalah dengan tempat wisata di negara lain. Ayo ajak keluarga berwisata di dalam negeri!)

In the photo, President can be seen sitting in Waino dock, Raja Ampat, Papua, wearing white shirt with brown, square-patterned sarong, Jokowi cross legged sitting while enjoying sunset, with caption promoting Raja Ampat, Papua. The photo is shared 8.8 million times and attracted 5.8 million comments. In the photo, the President receives positive and negative comments.

Such as the comment from Nadya Irawan: *“Trimakasih Pak sdh sering meluangkan waktu ke area2 perbatasan, pelosok nusantara yg kadang kami pun tidak pernah mengenal nama daerahnya, semoga seluruh rakyat terayomi utk perhatian dan kerja Bapak. yg tulus”*

Then Dedy Al Fayed Tanjung’s comment: *“Merinding lihat kesedeharnaan President kita. Thanks Allah engkau kasih pemimpin bangsa ini dgn orang yg meraknyat dan sederhana”* Fandy Winarto’s comment: *“Sayangnya biaya kesana jauh lebih mahal dibanding ke luar negeri pak President”*

Various comments according to the post, average positive toned posts are about life modesty, while negative toned posts are about expensive cost in regard of vacation to Papua.



Picture 2 Melempar kail di laut Raja Ampat yang indah. Hayo tebak, ikannya terpancing atau tidak? (22 desember 2017)

In the picture, President Joko Widodo is fishing on a boat in Raja Ampat archipelago, Papua, wearing red jacket, dark pants and flip-flops, accompanied by his son, Kaesang Pangarep. The post is shared 3.1 million times and commented by 9.6 million account.

Tone of comments regarding the picture is as follows:

Chandra Wahyudi's account: *"Terpancing pasti pak ikan pun pasti cinta sama pak Joko Widodo President yg rendah hati merakyat jujur adil dan membangun negara ini Dan tentunya memberantas korupsi. Salam sukses selalu Salam 2 periode kalau bisa selamanya tetap pimpin negri ini pak. Amin"*

In the photos, President shows his existence by featuring his program, personality, symbols, jargons, to name acronym. All is done by political party to establish popularity. Nimmo in (Ariviyanti & Nurfebiaraning, 2017) stated that whether attribute or vote and perspective is not determining volunteer's choice, but voters selectively perceive political parties, candidates, issues, and occasions in the campaign, give them meaning, and determine voting upon it. Therefore, every form of attributes basically holds power in implanting of how a figure is perceived, in this case, every picture posts of President have meaning that President Joko Widodo is a modest figure. Joko Widodo as the President of Indonesia, during his visit to Papua through his social media, whose style is far from formal, is a modest figure. Image or excellence presented by a figure or organization should own uniqueness and special (Wibisono, 2015). Distinct from the previous Presidents who are often wearing formal clothes, President Joko Widodo appears to be humorous, modest and close with the people. In some photos, President Joko Widodo also concerned about tourism in Papua by promoting the beauties of Papua.

3.4 President Joko Widodo and Imaging Media

President Joko Widodo is not only imaging himself as a modest leader. He also pictures himself as an assertive and bravely decision making President. Only four years of his leadership, President Joko Widodo had been visited 8 times. In some posts, he is illustrated as an assertive leader

"Mencanangkan kebijakan satu harga BBM untuk Papua di Bandar Udara Nop Goliat Dekai, Yahukimo, Provinsi Papua"

In this occasion, President boldly take action to launch fuel price equalization in Papua where to date, the price of fuel there is expensive, quoted from Liputan6.com. Before equalization, fuel price in Papua reaches to 100 thousand and after the equalization, the price is equivalent with other locations. In present citizenship context, President takes role as the incentive of justice, assertiveness and law and nation progress. In other post, President also image himself as a caring leader

In other facts it turns out that the fuel price policy only occurred when President Joko Widodo visited Papua, religious figure Father John Djonga said as quoted in kompas.com :

“ Harga BBM hanya turun di Papua saat President Joko Widodo blusukan di Papua saja, beliau pulang dari Papua satu- dua minggu harga kembali normal”

In this case the President instilled the impression of portrayal as a President who brave to take policy only survived in the media image, while the news of the price rise again was not included in the news. Image cannot be established with false information. When there is no consistency between actual performance and communicated image, reality will take place. Establishing image on false information is insufficient to form positive image, otherwise, the image will be horrible (Azhar, 2017).

“Kejadian luar biasa campak dan gizi buruk di Asmat telah berlalu berkat kerja sama banyak pihak. Hari ini, saya ke Papua dan jika tak ada halangan, Insya Allah, saya akan ke Asmat meninjau kerja-kerja yang pemerintah laksanakan serta mendengarkan langsung masukan dari masyarakat di sana”

In the case of Asmat, Papua, President directly observes to the scene where President image himself as a President who cares about his people. In fact, image is reality, therefore, image development and improvement should be based on reality. In communicating its products or programs, an organization should illustrate the actual reality (Wibisono,2015). In the case of Asmat, there is an inaccuracy in the target so that it created a welfare gap and government delays in handling health, caring is present when there are victims of an epidemic, the BBC reports that 71 people died and 800 others were hospitalized due to measles.

Arifin in Wibisono: stated that political leader's existence is considered as important due to its existence is needed in every political activity. Those political activities include communication, in which not only political messages that take effect but also who the political figure and which agency distributes the political messages is. In other words, personality of a communicator is determining whether successful or failure to reach its target and goal.

4. CONCLUSION

The purpose of political communication is to establish positive image for the people. Political image is established on information received by the people directly or through political media, including social media which is used to deliver public and recent political message. Political image is related to public opinion establishment, since basically, public opinion is constructed through political image, while political image embodied as cognitive consequences from political communication.

In the research as regard of Facebook messages content analysis on President's account in visit to Papua shows that President Jokowi's message content tendency is more likely informative, more addressing to welfare, health, education. President Joko Widodo wants to display positive image representing his identity as political actor who pays attention to people and listens to people's aspiration in order to become inclusive politician who can empathize to his people. While in the category of development message, President Joko Widodo prioritizes the development priority as one of the Nawacita passion. Here Presidents tendency focused in infrastructure development, start from building port, railway, and highway to bridges. From symbolist aspect, President Joko Widodo represents himself as a modest President and close with his people. While in other category, President make a Facebook to imaging tool but there are differences in the facts between how the president portrays himself with the facts in Papua. The interesting in this study is the absence of education issues that the President conveyed to the public. In the LIPI survey of 27,298 respondents from Papua, in CNN Indonesia the main problem in Papua lies in education, which is around 44%, then infrastructure 41%, the rest is in health and human rights issues. Content analysis was chosen because the researcher wanted to know how to fill the president jokowi's Facebook account in his image

DEDICATION

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